

Chautauqua Area Visitor Survey Summer 2016 Final Results

September 2016



Prepared for:
City of Boulder
Community Vitality

Prepared by:
RRC Associates, Inc.
4770 Baseline Road, Ste 360
Boulder, CO 80303
303/449-6558

www.rrcassociates.com

Table of Contents

INTRODUCTION / METHODOLOGY	1
DEMOGRAPHIC & GEOGRAPHIC PROFILE	2
Demographic Characteristics.....	2
Geographic Origin of Visitors.....	3
Trip Origins	8
CHARACTERISTICS OF CHAUTAUQUA VISIT.....	9
Length of Time Spent at Chautauqua.....	9
Previous Visits	9
Activity Participation	9
MODE OF TRANSPORTATION AND PARKING EXPERIENCE ..	14
Mode of Transportation.....	14
Vehicle Occupancy	14
Access Point for Chautauqua.....	14
Parking Location	14
Ease of Parking	14
POSSIBLE APPROACHES TO REDUCE PARKING PROBLEMS & TRAFFIC CONGESTION	15
SUGGESTIONS AND IMPROVEMENTS	19
SEGMENTATION BY DAY OF WEEK	22

Table of Figures

Figure 1 – Demographic Profile by Interview Location	4
Figure 2 – Geographic Origin by Interview Location	5
Figure 3 – Demographic Profile by Survey Year	6
Figure 4 –Geographic Origin by Survey Year	7
Figure 5 – Word Cloud: Where did your trip originate today?	8
Figure 6 – Characteristics of Chautauqua Visit by Interview Location.....	11
Figure 7 – Activity Participation by Interview Location	12
Figure 8 – Characteristics of Chautauqua Visit by Survey Year	13
Figure 9 – Parking Characteristics by Interview Location	16
Figure 10 – Parking Experience by Interview Location	17
Figure 11 – Parking Experience by Survey Year	18
Figure 12 – If you could improve the experience of getting to Chautauqua, what changes would you make (if any)?	20
Figure 13 – Selected Results by Day of Week	23

INTRODUCTION / METHODOLOGY

This report presents the final results of an on-site intercept survey of visitors to the Chautauqua area conducted for the City of Boulder during the summer of 2016.

The survey was conducted in various locations throughout the Chautauqua campus by a team of trained interviewers between June 30 and September 4, 2016. The survey was conducted throughout the day, from morning until evening hours, and on various days of the week. The intercept survey resulted in an excellent sample size of 1,491 completed interviews. Survey results generated from the intercept survey sample of respondents have a margin of error of approximately +/- 2.5 percentage points calculated for questions at 50% response¹.

This user survey is a component of the larger Chautauqua Access Management Plan (CAMP) effort, which is exploring ways to manage existing demand for access to and from the Chautauqua area in ways that minimize impacts to surrounding neighbors, visitors, and the area's natural and cultural resources. As part of this process, this brief survey was conducted with Chautauqua users to help better understand patterns of use, including access and parking management issues.

This data collection and analysis focuses on a variety of key factors, including geographic origins of visitors to the campus, activity participation, method of transportation to the campus, vehicle occupancy, duration of visit, and parking patterns in and around Chautauqua. The survey also explored possible approaches to help reduce parking problems and traffic congestion. Key findings from the study are summarized below. Additionally, several of the questions on the survey allowed respondents to provide open-ended comments. Major themes that emerge from the comments are summarized in the report, while a complete set of the comments is provided as an appendix section. Appendices also provide cross tabulations to identify differences in patterns among user segments including by location of residence, location of interview within the campus, weekend vs. weekday visits, and by time of day.

To account for variation among respondents by interview location within the campus, results have been segmented by interview location to highlight differences in patterns of use among those visitors. The three primary interview locations included 1) the area encompassing the Ranger Cottage, Chautauqua trailhead, BlueBell Road, and Chautauqua Meadow, 2) the Dining Hall vicinity, and 3) The Green/Chautauqua Park vicinity. All "other" locations were grouped together to simplify the ease of analysis (including cottages and lodging areas, picnic shelter, auditorium, box office, etc., where smaller numbers of visitors were typically found). This segmentation is discussed throughout the report where appropriate.

¹ For the total sample size of 1,491 respondents interviewed on-site at Chautauqua, margin of error is +/- 2.5 percent calculated for questions at 50% response (if the response for a particular question is "50%"—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

Comparisons between 2016 and 2011 results have also been made where possible. Note that the 2011 study was conducted over a much shorter time frame (July 28 through August 16 with a sample size of 882 interviews), and as such, comparison of results between the two years should take this into consideration. In any case, overall, 2016 results are highly similar to 2011 results.

DEMOGRAPHIC & GEOGRAPHIC PROFILE

Demographic Characteristics

- Gender. The gender split was roughly equal, with females accounting for 49 percent of respondents and males accounting for 51 percent. The gender mix was highly similar at each of the top three survey locations.
- Presence of Children in Group. Roughly one in five respondents (18 percent) had children in their group when surveyed. Respondents surveyed in the Green/Park vicinity were somewhat more likely to be with children (26 percent), while those interviewed at the Ranger Cottage/trailhead were slightly less likely (14 percent).
- Presence of Dogs in Group. Eleven percent of respondents overall had dogs with them during their visit to Chautauqua. Perhaps unsurprisingly, the proportion of respondents with dogs was highest among respondents surveyed at the Ranger Cottage/trailhead (20 percent) and lowest among respondents surveyed in the Dining Hall vicinity (2 percent). 2011 results were largely in line with 2016 results (14 percent vs. 11 percent).

Among respondents with dogs, it was observed that a majority (85 percent) had their dogs on leash. The proportion of dogs on leash this summer was identical to that of 2011 (85 percent).

Geographic Origin of Visitors

Major observations regarding geographic origins of visitors include the following:

- Most Visitors Reside Outside of Boulder. Similar to 2011 results, approximately 62 percent of visitors to Chautauqua reside outside of Boulder and 38 percent are Boulder residents.
- More Than One-Third of Visitors are from Out-of-State. Within that 62 percent who live outside of Boulder, 10 percent are from other Boulder County locations, 16 percent are from other areas of Colorado outside of Boulder County, and 37 percent are from out-of-state. The relatively strong representation from visitors outside the state of Colorado serves to emphasize the significance of Chautauqua as a national destination.
- Nearby Neighborhoods Account for 15% of Visitors. Within the 38 percent from Boulder, 15 percent of respondents live in a nearby Chautauqua neighborhood, two percent live in CU or Naropa campus housing, and an additional 21 percent live elsewhere in Boulder.
- Key States. Out-of-state respondents most frequently reside in Texas, California, Illinois, and Florida.
- Non-Local Use Higher on Weekends. A higher proportion of visitors are from outside of Boulder on the weekend (67 percent vs. 58 percent on weekdays).
- Dining Hall Vicinity Accounts for Largest Share of Non-Local Use. Respondents who were surveyed in the Dining Hall vicinity were much more likely to be from outside of Boulder (75 percent), with 46 being from out-of-state. Those interviewed in the Green/Park vicinity were most likely to be in-state residents (75 percent), with 25 percent living in a nearby Chautauqua neighborhood.

Figure 1 – Demographic Profile by Interview Location

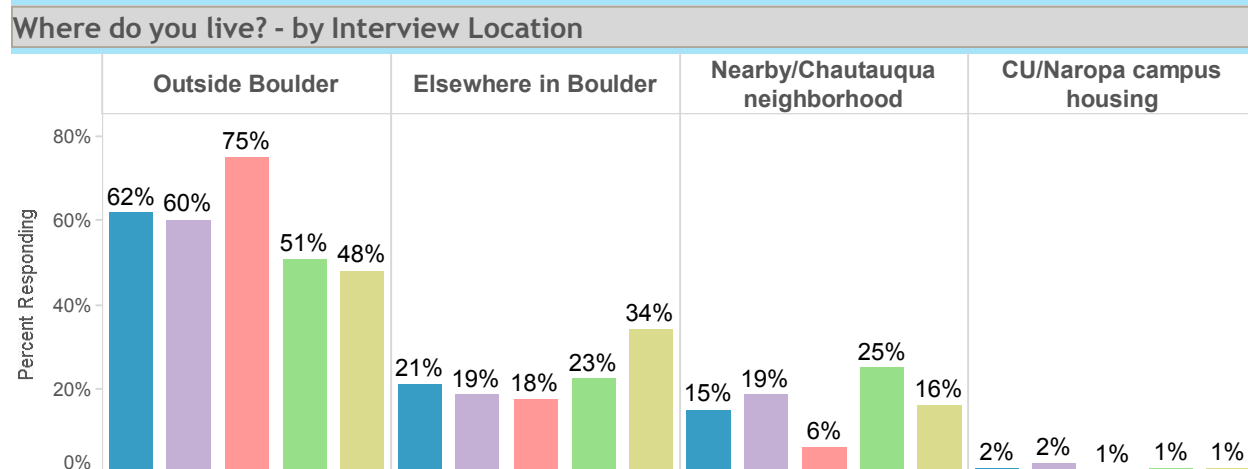
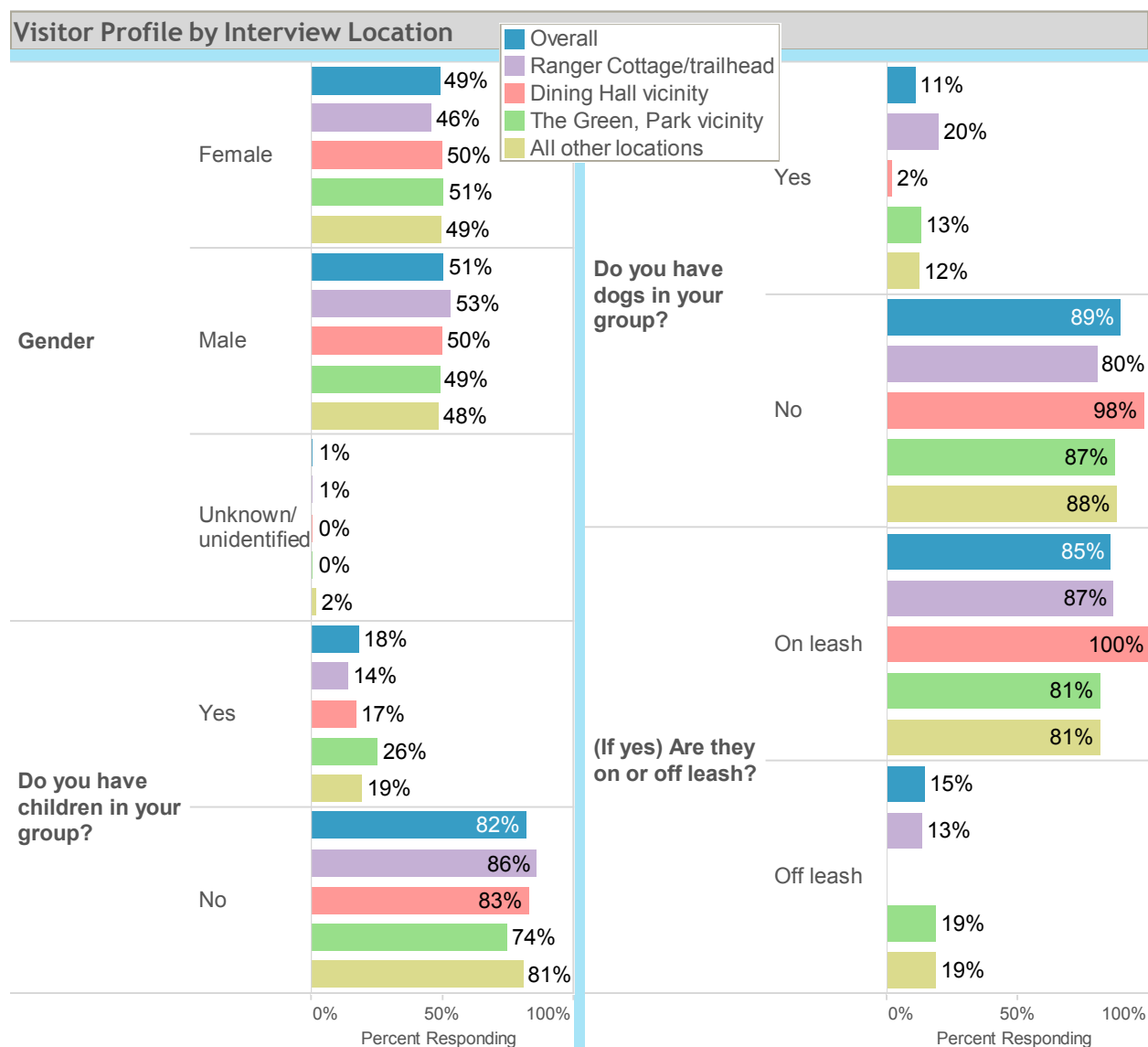


Figure 2 – Geographic Origin by Interview Location

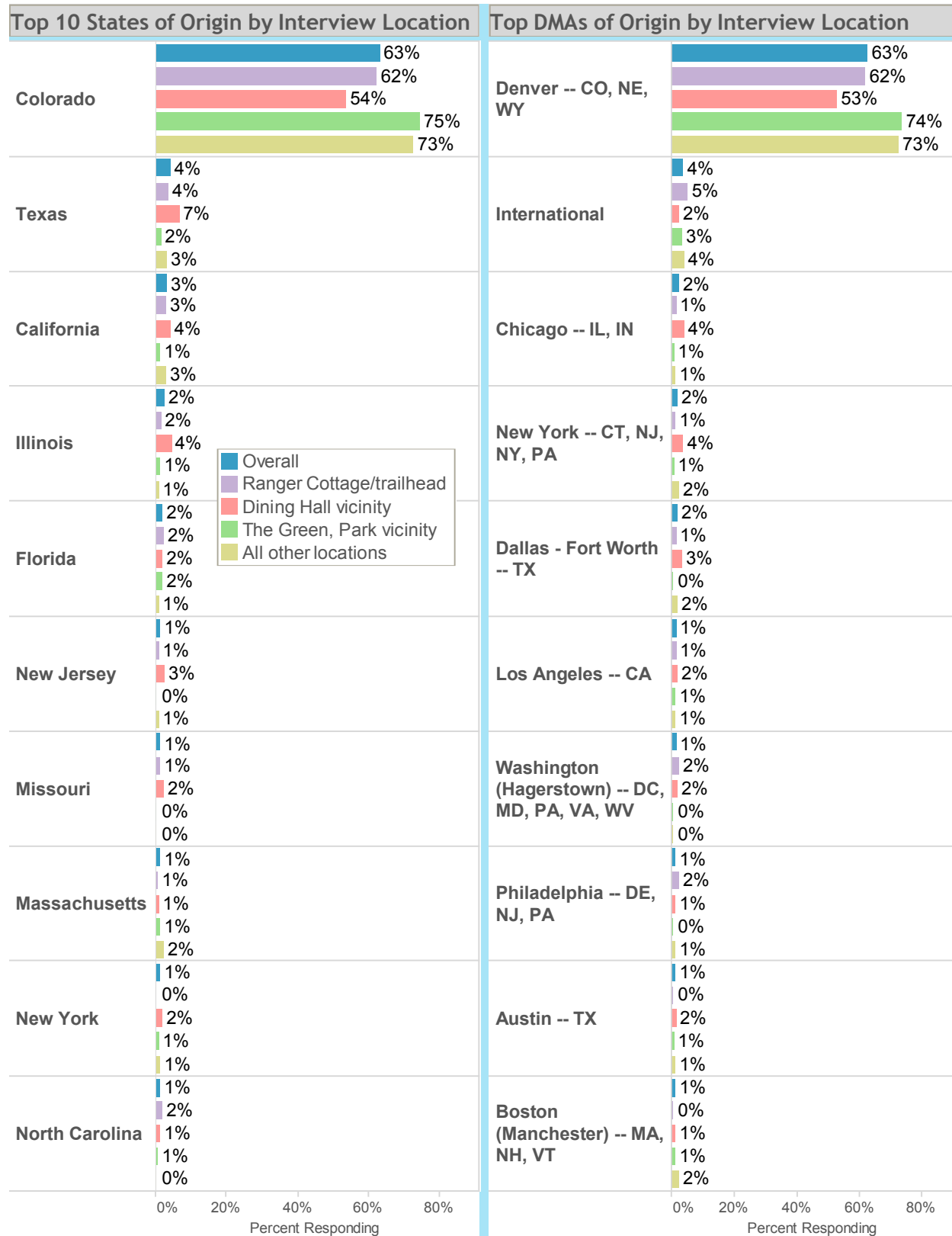


Figure 3 – Demographic Profile by Survey Year

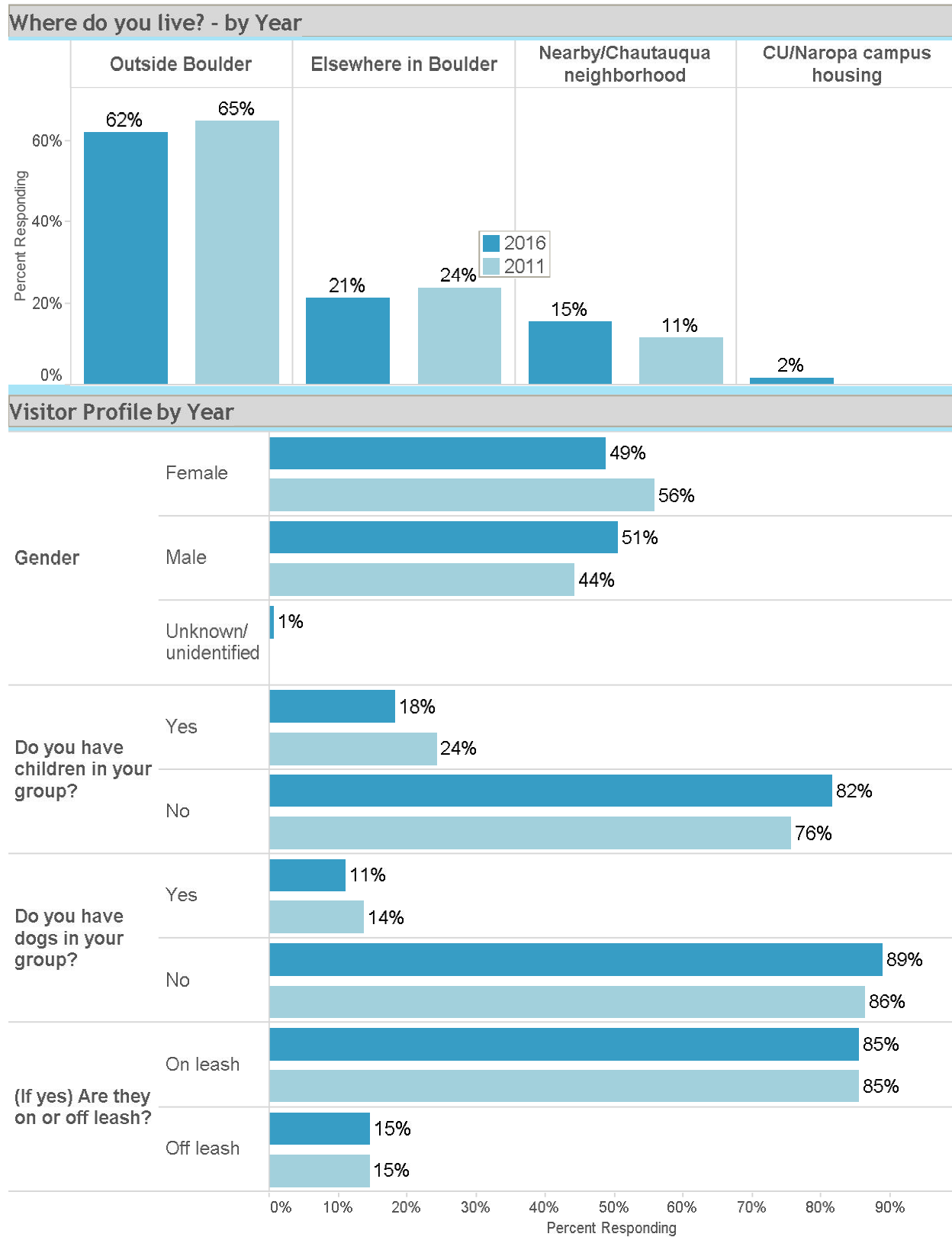
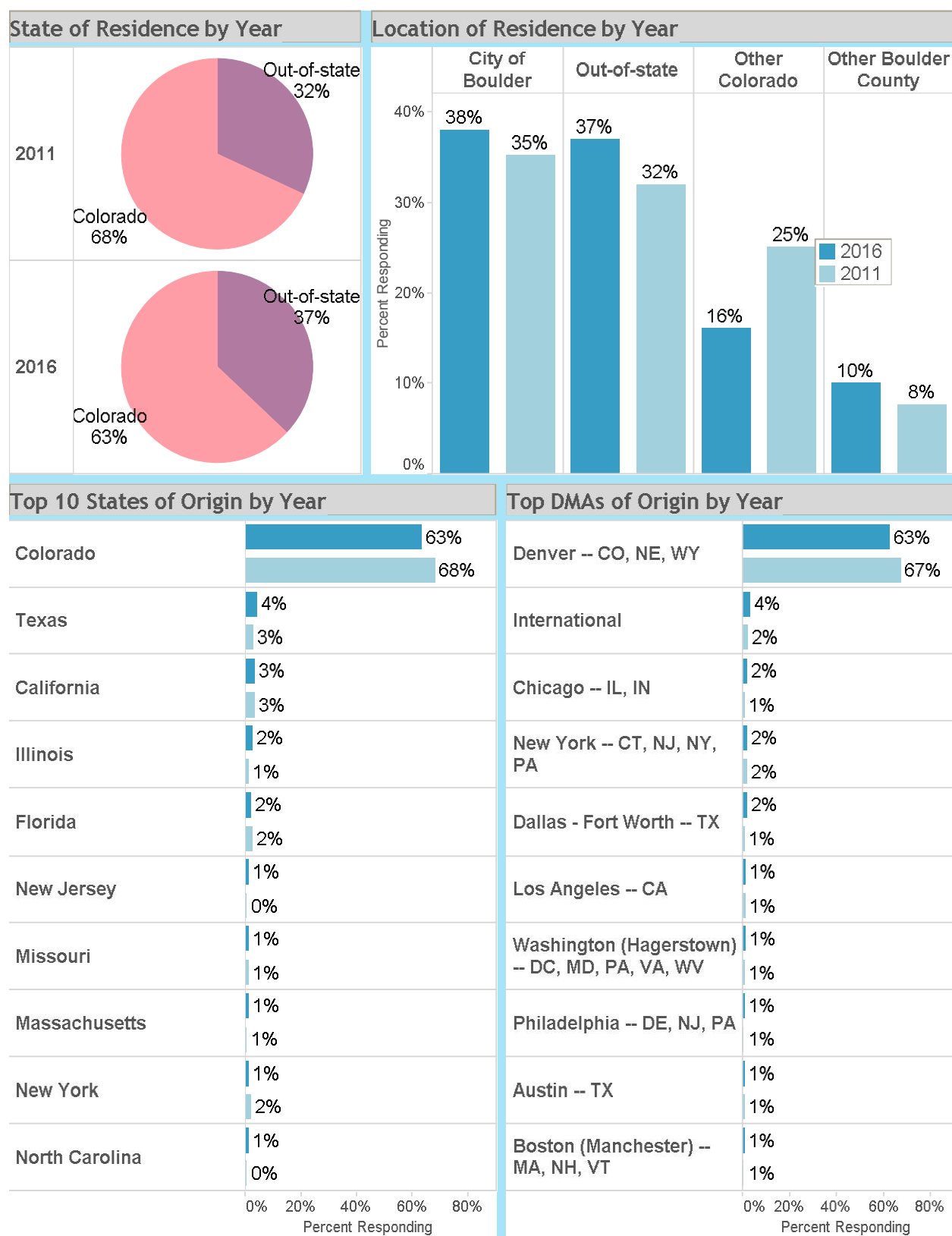


Figure 4 –Geographic Origin by Survey Year



CHARACTERISTICS OF CHAUTAUQUA VISIT

Length of Time Spent at Chautauqua

- Length of Time Spent at Chautauqua. Overall, respondents typically spent an average of 3.5 hours at Chautauqua (compared with 3.1 hours in 2011):
 - 12 percent were there for an hour or less
 - 33 percent for one to two hours
 - 28 percent for two to three hours, and
 - 27 percent for more than three hours.

By survey location, those interviewed at the Ranger Cottage/trailhead spent the least amount of time at Chautauqua (average 2.8 hours), while those surveyed in the Dining Hall vicinity (3.9 hours) and at “other” locations (4.1 hours) generally spent more time in the area.

Previous Visits

- Frequency of Visitation. Similar to 2011 results, roughly one-third (34 percent) of respondents indicated that this was their first time visiting Chautauqua. Conversely, two-thirds are repeat visitors. Two in five (19 percent) visit at least once a week, 18 percent visit a few times a month, and 26 percent visit a few times a year. An additional 3 percent visit only for special events.

The share of first-time visitors was particularly high among respondents surveyed in the Dining Hall vicinity (42 percent), which is not surprising given the larger proportion of out-of-state respondents present at this location. 2016 results were again almost identical to 2011 results.

Activity Participation

- Activity Participation. Respondents were asked both what they were doing at Chautauqua on the day they were surveyed and what they typically do at Chautauqua on any given visit. Again, 2016 responses were generally similar to 2011 responses.

The most popular activity respondents did that day was walking/hiking (58 percent), followed by hanging out/people watching/relaxing/meeting friends (22 percent), visiting the Dining Hall (19 percent), or attending a public event or program (10 percent). Smaller percentages of visitors (less than 5 percent each) walked/played with a dog, had a picnic, visited the gardens, bicycled, visited the playground or tennis court, attended a private event, or went climbing. An additional eight percent participated in some “other” activity. Other activities frequently mentioned in the comments include a business meeting or working in the Chautauqua area, visiting the General Store, or taking photos or portraits.

Not surprising, respondents surveyed at the Ranger Cottage/trailhead were most likely to be walking/hiking (74 percent). Similarly, respondents surveyed in the Dining Hall vicinity were most likely to be spending time at the Dining Hall (39 percent), while those surveyed in the Green/Park Vicinity were most likely to be having a picnic (13 percent). Attending a public event/program was most common among visitors surveyed at “other” locations (27 percent).

Similarly, the most popular activities that respondents “typically” do at Chautauqua include walking/hiking (80 percent), hanging out/people watching/relaxing/meeting friends (33 percent), attending a public event or program (27 percent), and visiting the Dining Hall (26 percent). Respondents interviewed in the Green/Park vicinity were highly likely to indicate that they typically hang out/people watch/relax/meet friends (51 percent) or have a picnic (25 percent). In contrast, bicycling is more popular among respondents surveyed at the Ranger Cottage/trailhead (16 percent), and attending a public event/program was most common among respondents surveyed at “other” locations (47 percent).

Figure 6 – Characteristics of Chautauqua Visit by Interview Location

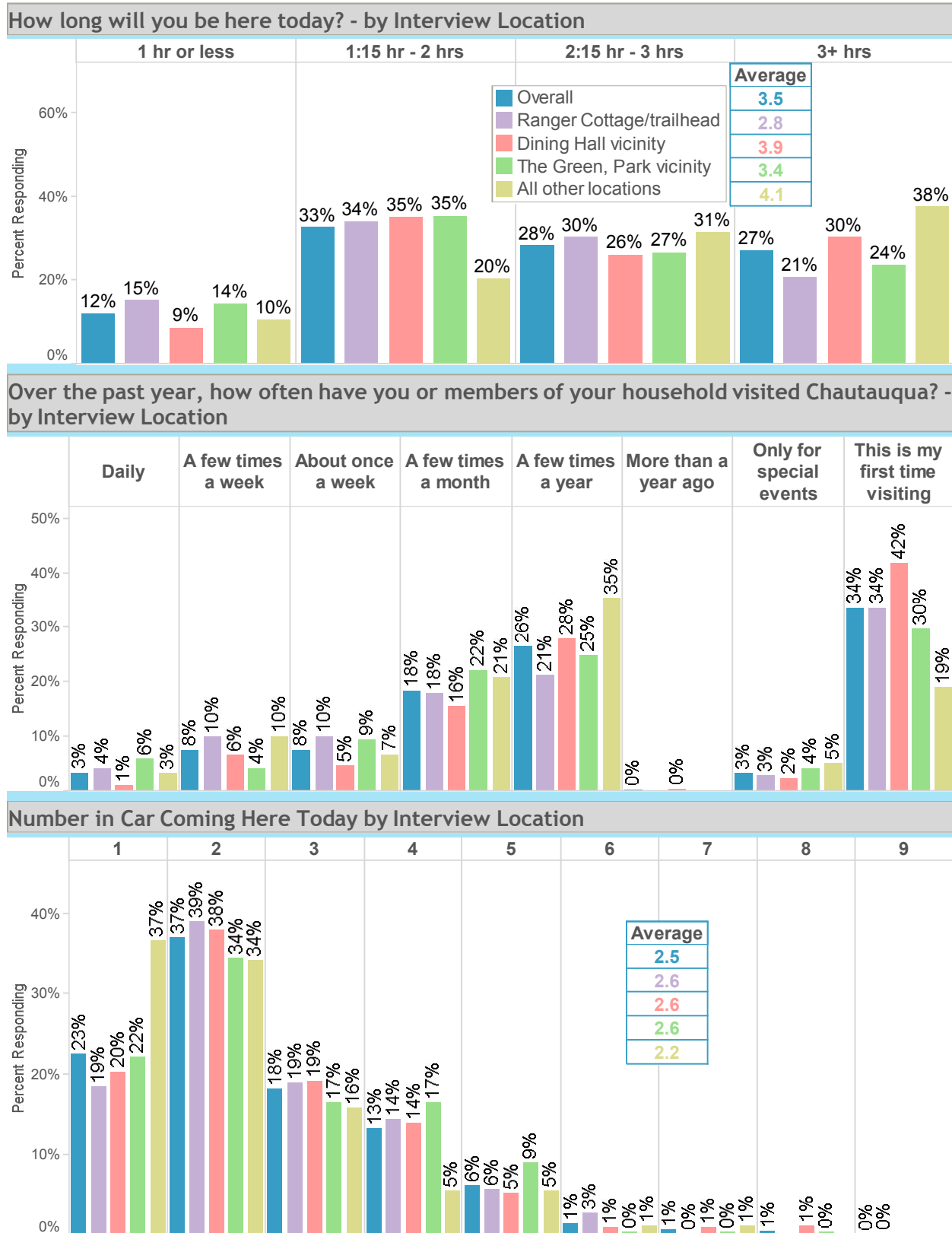


Figure 7 – Activity Participation by Interview Location

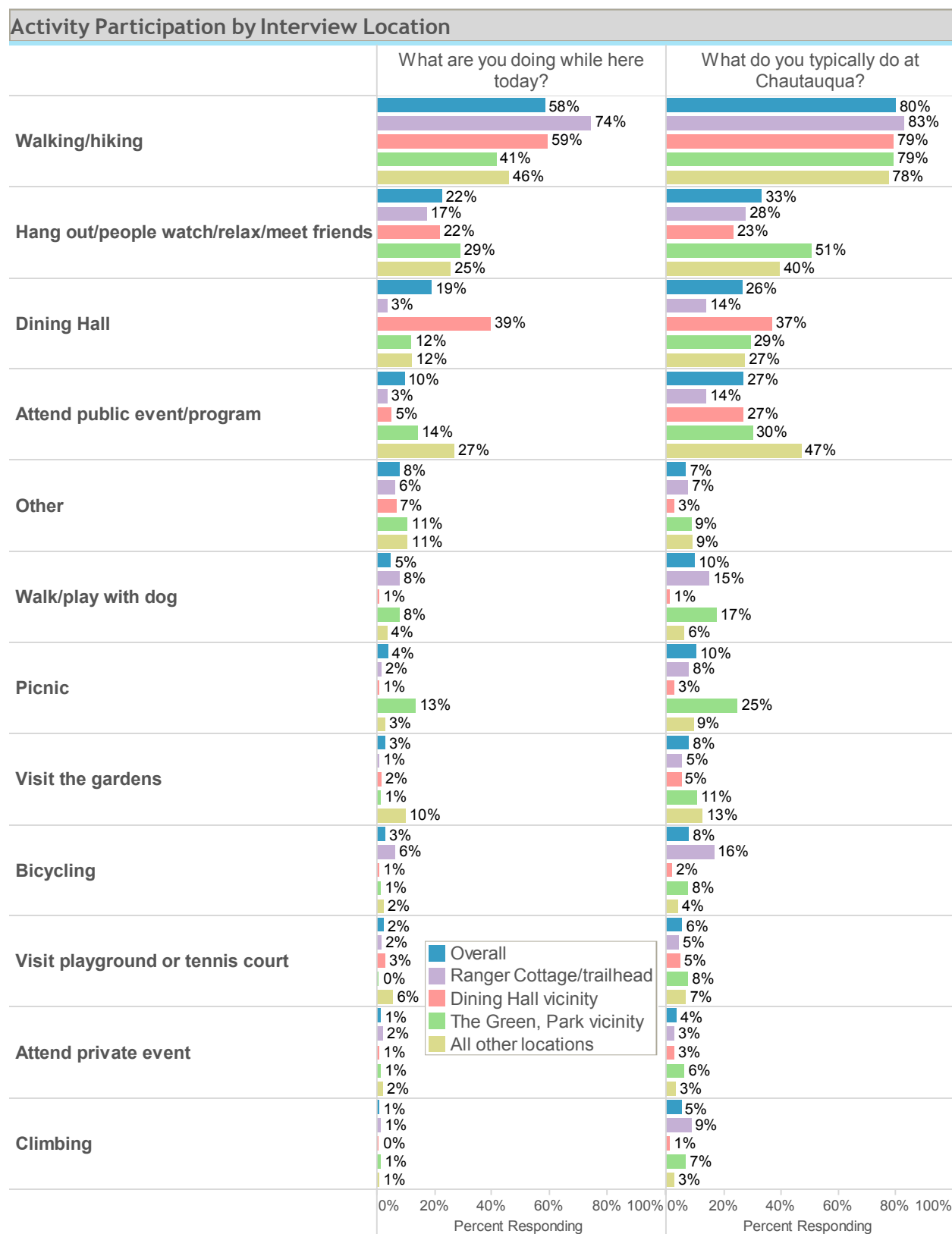
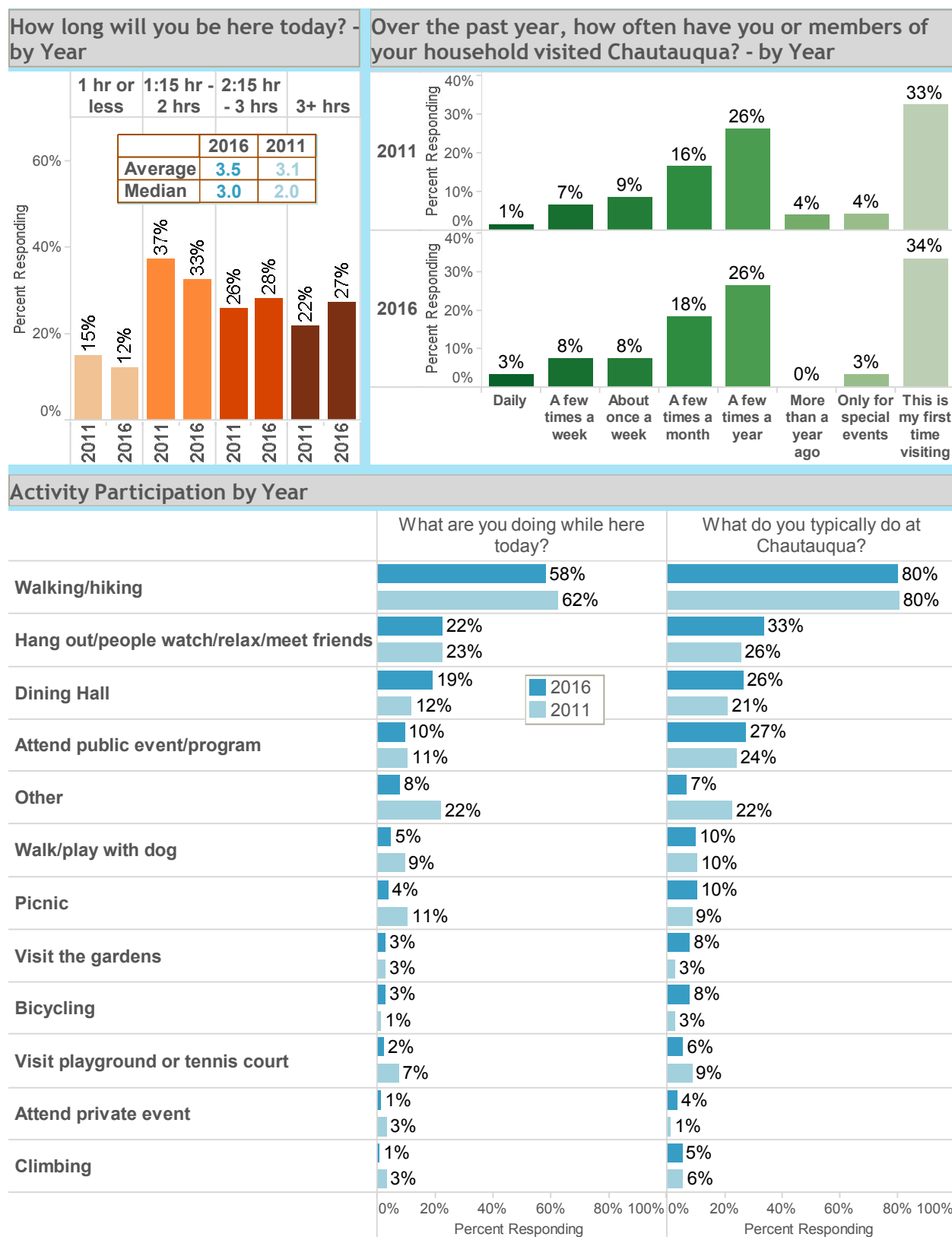


Figure 8 – Characteristics of Chautauqua Visit by Survey Year



MODE OF TRANSPORTATION AND PARKING EXPERIENCE

- Mode of Transportation. Approximately three-quarters (74 percent) of respondents used a private vehicle or a car belonging to family or friends to reach Chautauqua on the day they were surveyed. An additional 11 percent used a rental car, 6 percent walked or jogged, 2 percent used a ride-share service (Uber, Lyft, etc.), and 2 percent biked. Other transportation methods were relatively uncommon (bus, shuttle, scooter, etc.), used by only marginal shares of respondents. Mode of transportation was highly stable and comparable among all survey locations and by survey year.
- Vehicle Occupancy. Chautauqua visitors had an average of 2.5 people in their vehicles on the day they were surveyed, with 23 percent reporting one person, 37 percent reporting two people, 18 percent three people, 13 percent four people, and 9 percent reporting five or more. Responses were largely consistent by survey location. The overall average of 2.5 people is also highly comparable to that of 2011 (2.6 people).
- Access Point for Chautauqua. Most respondents accessed Chautauqua Park via the Baseline and Grant main entry (81 percent), followed by the 12th Street/Columbine secondary entry (8 percent), Kings Gate pedestrian entry (8 percent), primary social trail access to the Meadow (3 percent), and Mesa Trail (1 percent). Respondents interviewed at the Ranger cottage/trailhead were most likely to have used the Baseline and Grant main entry (91 percent). Responses were largely in line with 2011 responses.
- Parking Location. Respondents parked in a broad variety of locations on their day at Chautauqua, led by areas around the Green (29 percent), the Ranger Cottage lot (24 percent), on Baseline (17 percent), or on a street north of Baseline (13 percent). Smaller shares parked in front of a cottage or lodge (9 percent), by the picnic shelter (5 percent), on a street south of Baseline (2 percent), in the Academic Hall lot (1 percent), or around the Academic Hall (1 percent).

Segmentation by survey location reveals considerable differences. Respondents surveyed in the Green/Park vicinity most frequently parked around the Green (44 percent); similarly, respondents surveyed at the Ranger Cottage/trailhead were most likely to park in the Ranger Cottage lot (43 percent) or on Baseline (20 percent). Those interviewed in the vicinity of Dining Hall were most likely to park around the Green (34 percent) or on Baseline (17 percent).

- Ease of Parking. Respondents were asked to rate their overall ability to park on the day they were surveyed on a scale from 1 to 5, where 1 means “extremely difficult” and 5 means “extremely easy.” Respondents felt that parking was relatively easy, with an average rating of 3.5 and over half of respondents (52 percent) providing a 4 or 5 rating. Roughly one-quarter of respondents (26 percent) rated the ease of parking a 1 or 2. Average ratings were highly consistent by survey location, although weekend scores were slightly lower than weekday (3.3 vs. 3.6). Additionally, mornings tended to be slightly more difficult than afternoons and evenings (3.3 vs. 3.5-3.6).

POSSIBLE APPROACHES TO REDUCE PARKING PROBLEMS & TRAFFIC

- Factors that Would Make a Shuttle/Transit or Commercial Ride Share Attractive for Use. Respondents were informed that managed or paid parking in and/or around Chautauqua is a possible approach to helping reduce parking problems and traffic congestion. Respondents were then asked what factors would make a shuttle/transit and/or commercial ride share attractive or feasible for them to use to get to Chautauqua.

By far, assurance of a reliable/frequent pickup and drop-off schedule was the most important factor, identified by 64 percent of respondents. Another important factor was easy/convenient free parking at a remote lot (48 percent). Identified as important by smaller shares of respondents were a smart phone app to track shuttle schedules and routes (28 percent), the remote lot being located close to Chautauqua (26 percent), a bike rack on the shuttle/transit/car share vehicle (20 percent), allowing pets on the shuttle/transit (19 percent), and restrooms at the remote lot (19 percent).

One-third of respondents (36 percent) identified some “other” factor. Mentioned frequently in the comments were promotion, signage, and readily available information about a potential shuttle system, pick-up and drop-off locations at popular sites including Pearl Street, CU, and hotels, and a central lot location.

Interestingly, respondents interviewed at the Ranger Cottage/trailhead and the Green/Park vicinity were more likely to feel that all of these factors were important than visitors surveyed in the Dining Hall vicinity. This is likely attributable to the larger share of local residents at these locations who use Chautauqua more frequently and would be more concerned about changes in parking access but more willing to try other options (compared to the greater number of out-of-state visitors in the Dining Hall area).

- Barriers to Using Shuttle/Transit or Commercial Ride Share. Finally, respondents were asked what potential barriers exist that would prevent them from using a shuttle/transit or commercial ride share to access Chautauqua. The biggest potential barrier as identified by respondents was the inconvenience/amount of time it takes/difficulty in bringing equipment or supplies (72 percent). Price was also a relatively important barrier (43 percent). Not allowing pets (13 percent) and bringing children (9 percent) were selected by smaller shares of respondents as barriers. Respondents surveyed in the Dining Hall vicinity were particularly likely to cite the inconvenience (78 percent), while those at the Ranger Cottage/trailhead and in the Green/Park vicinity were more concerned about the price (each 58 percent), restrictions on pets (21 percent and 22 percent respectively), and bringing children with them (8 percent and 13 percent).

Nineteen percent said there was some “other” barrier to using a shuttle/transit or commercial ride system. The top mentioned reasons in the comments include the inconvenience and lack of freedom, a lack of awareness or signage, or the desire to use their car or walk or bike instead.

Figure 9 – Parking Characteristics by Interview Location

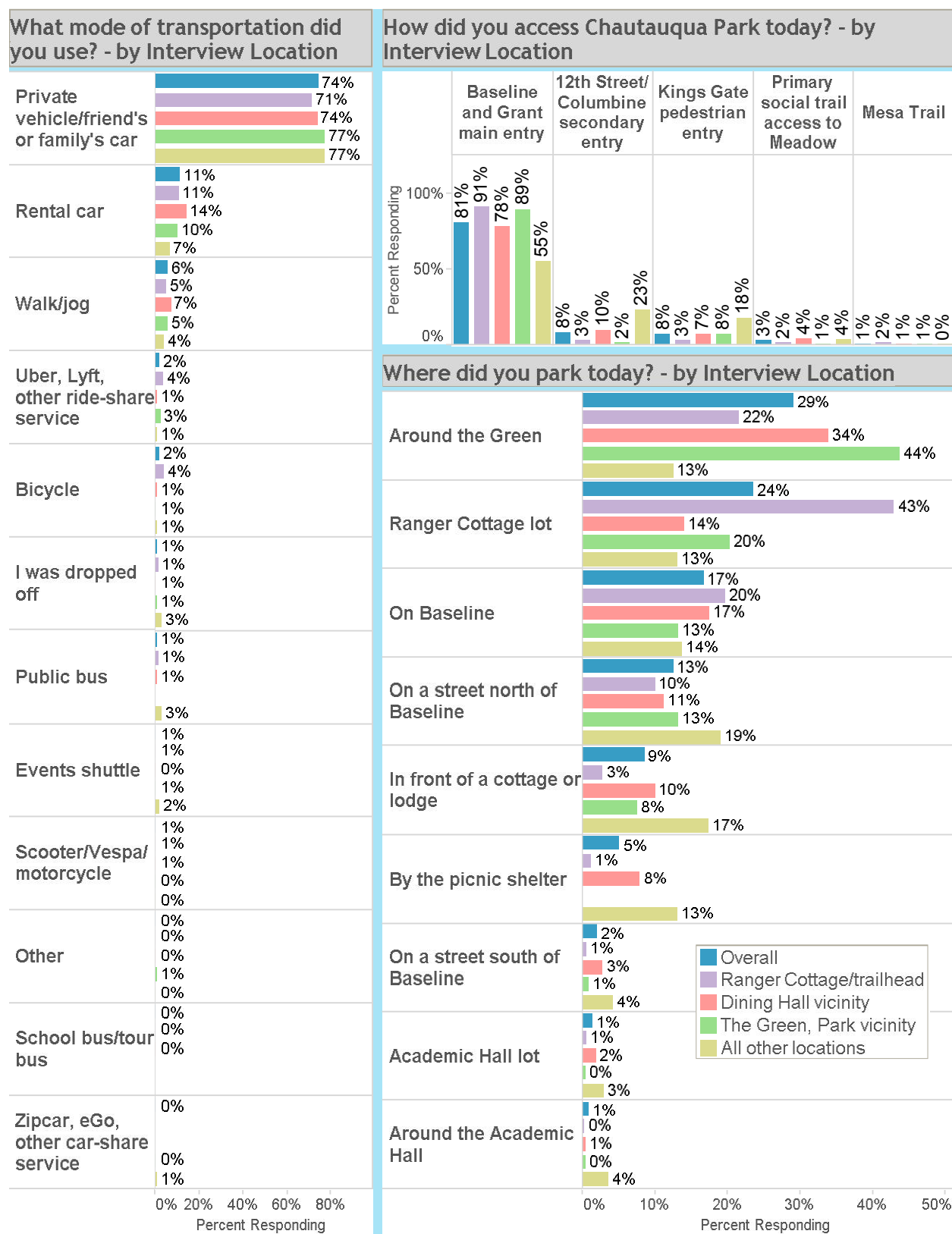
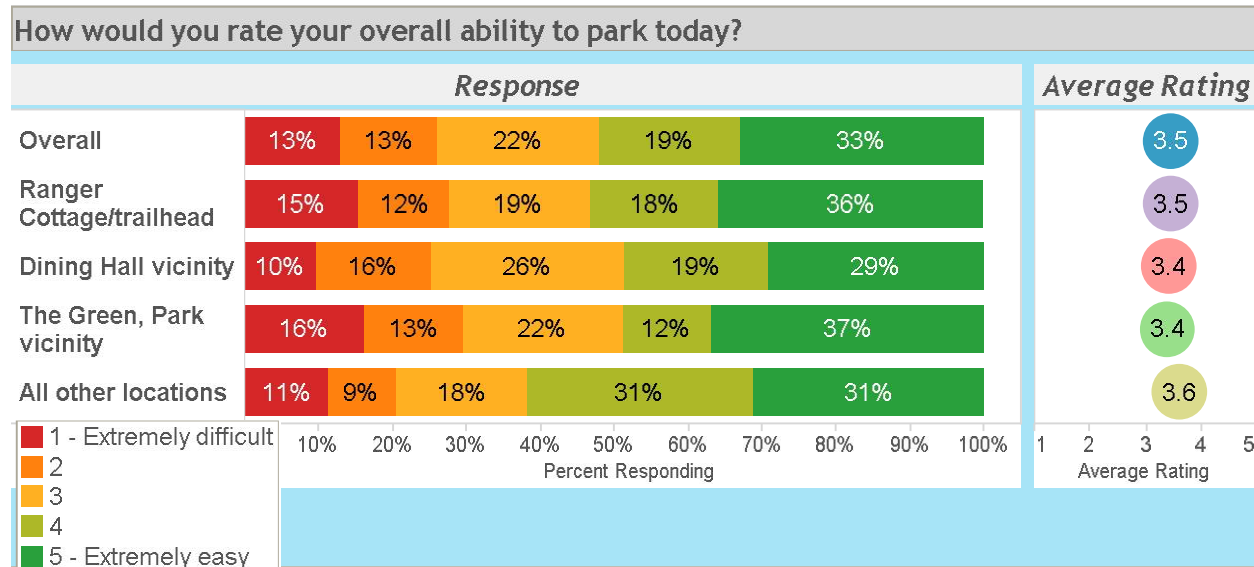


Figure 10 – Parking Experience by Interview Location



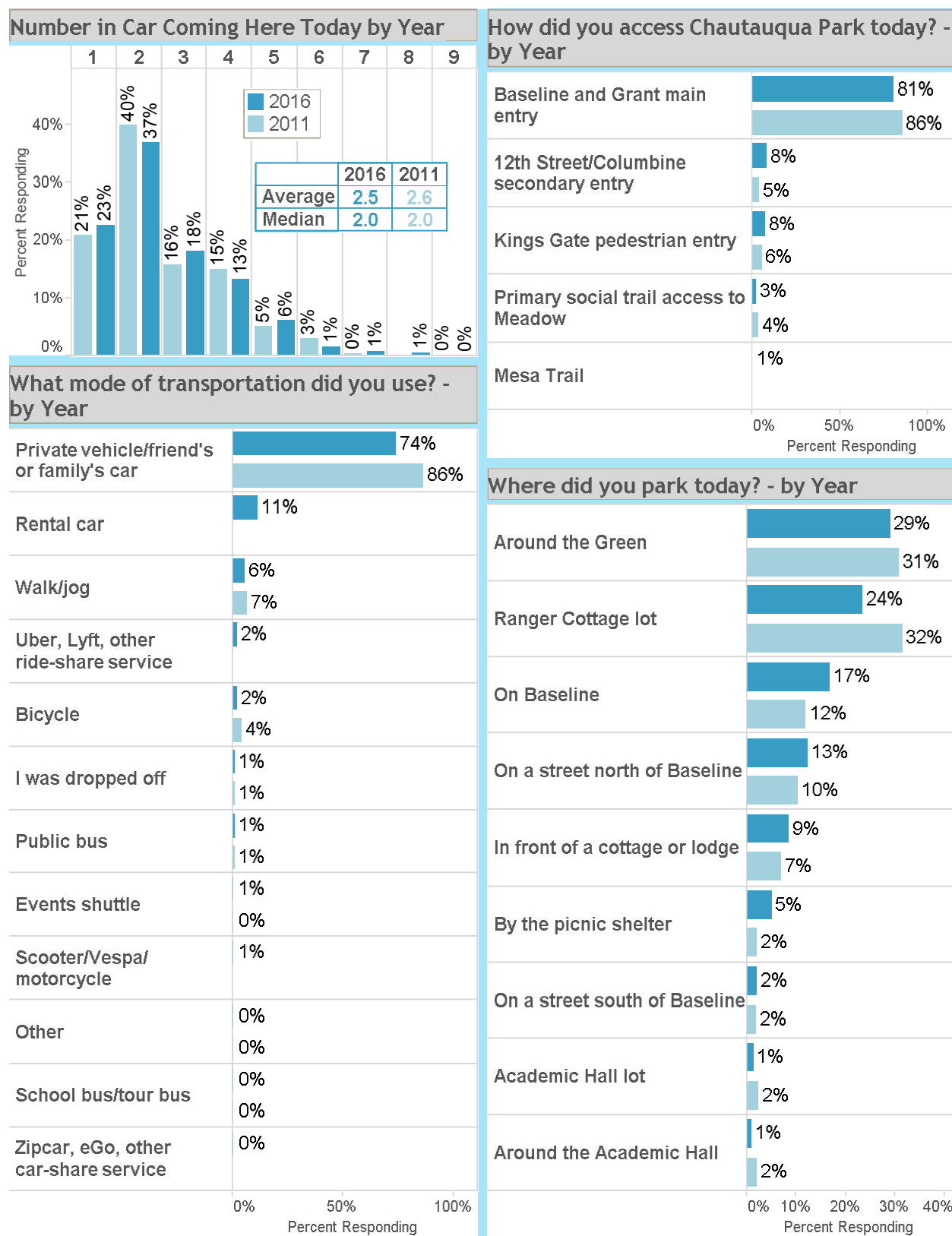
With managed/paid parking a possible approach, what would make a shuttle/transit and/or commercial ride share attractive or feasible for you to use to access Chautauqua? - by Interview Location

	Overall	Ranger Cottage/trailhead	Dining Hall vicinity	The Green, Park vicinity	All other locations
Assurance of reliable, frequent pickup/dropoff schedule	64%	68%	57%	67%	69%
Easy, convenient free parking at remote lot	48%	49%	48%	54%	40%
Other	36%	29%	41%	37%	36%
Smart phone app to track shuttle schedules and routes	28%	44%	7%	44%	29%
Remote lot is located close by	26%	31%	20%	35%	22%
Bike rack on shuttle/transit/car share vehicle	20%	33%	5%	31%	15%
Pets allowed on the shuttle/transit	19%	32%	3%	35%	14%
Restrooms at remote lot	19%	31%	5%	30%	15%

What are potential barriers to you for possibly using shuttle/transit or commercial ride share? - by Interview Location

	Overall	Ranger Cottage/trailhead	Dining Hall vicinity	The Green, Park vicinity	All other locations
Inconvenient/takes too much time/bringing equipment/supplies	72%	64%	78%	67%	76%
Price	43%	58%	25%	58%	38%
Other	19%	16%	25%	12%	16%
Pets not allowed	13%	21%	3%	22%	12%
Bringing children	9%	8%	4%	13%	13%

Figure 11 – Parking Experience by Survey Year



SUGGESTIONS AND IMPROVEMENTS

The complete set of comments to open-ended questions is provided as an appendix section. In short, many of the issues identified throughout the report are also voiced in responses to the questions and major findings are summarized below.

If you could improve the experience of getting to Chautauqua, what changes would you make (if any)?

Responses to this question made it clear that visitors believe parking and transportation enhancements would improve the experience of getting to the park. Major themes observed in the responses follow.

Transportation improvements

- Shuttles/RTD/ride share:
 - Shuttles – free or inexpensive rates, eco-friendly shuttles, accommodating pet owners and those allergic to pets, and accommodating children
 - RTD – expansion of current system to Chautauqua, shuttle connections to current system
- More signage in the area and better directions online to the park
- Improved communications, including better information online and real-time parking availability information
- Additional bike parking, bike rentals and community bike share
- Traffic control/enforcement/safety:
 - More traffic regulation in the Baseline area
 - Better enforcement of parking regulations in Chautauqua parking lot
 - Additional pedestrian sidewalks, crosswalks, or a bridge

Parking improvements

- More parking
- Additional parking options (metered parking, nearby parking lots, remote lots, etc.)
- Some were in support of metered parking; others were opposed
- Signs to help with parking

Top Comment Categories	Count	Percent
No improvements suggested	484	35%
Shuttles/RTD/Ride Share	340	25%
Parking	206	15%
Signage/Communications	93	7%
Traffic Control/Enforcement/Safety	89	6%
Price/Cost of Parking or Shuttle	77	6%

Many respondents also expressed a desire to leave the natural beauty of Chautauqua untouched and avoid any parking or transportation improvements that would be harmful to the environment or scenery. A word cloud summarizing the frequency with which various words were stated is depicted on the following page.

Figure 12 – If you could improve the experience of getting to Chautauqua, what changes would you make (if any)?



Open ended comments (see full list in the appendix) cite a variety of suggested ways to improve getting to Chautauqua Park. A random sampling of these comments is provided below:

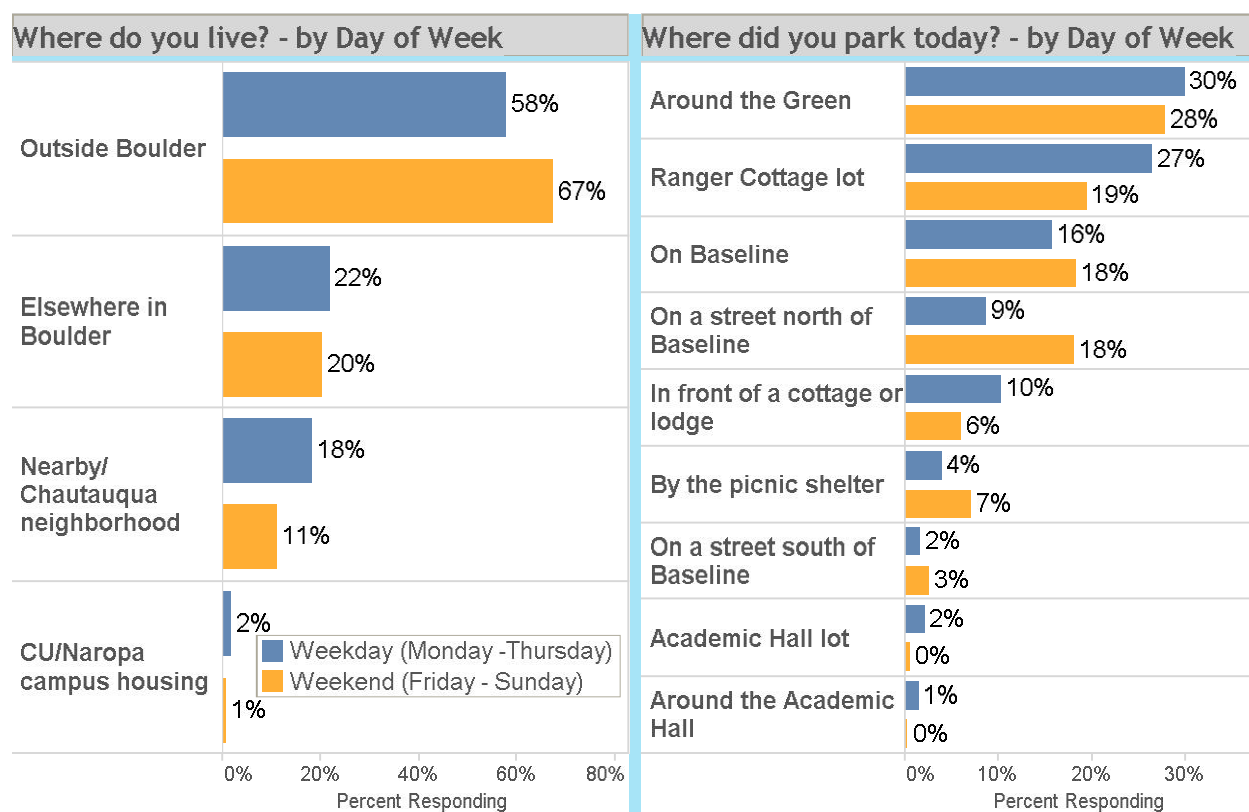
- *A community bike exchange should be available at Chautauqua.*
- *Better parking*
- *Can't think of any. Have been here a few times and never had a problem.*
- *Don't have any solutions, but I am adamantly opposed to any more parking spaces being built at Chautauqua.*
- *Expand shuttle system for CMF*
- *Having lived in the neighborhood for years, I'm concerned about the overflow of cars parking in the neighborhood, and the safety of the many pedestrians on Baseline.*
- *I think we got lucky today. We found parking right away.*
- *It wasn't too difficult for us today, but I do think a shuttle is a good idea.*
- *Lack of public transport for getting here*
- *Metered parking might help*
- *More parking options*
- *New parking options needed, but don't alter natural landscape of Chautauqua.*
- *A shuttle would be great for the next time we visit the park.*
- *None really. We usually park off site on one of the neighborhood streets on weekends, which isn't such a problem. On weekdays, my wife and I might park inside the park if crowds are lighter.*
- *I might still take my car but am a supporter of public transportation*
- *Nothing. I'm from here and know what to expect.*
- *Pedestrian bridge*
- *Separate lot just for dining hall*
- *Shuttle sounds good. Would use if it's convenient and dependable.*
- *Signage should be better. We didn't know where parking was available.*
- *Took advantage of electric car parking near dining hall.*
- *We know to get here early and on off times, and so it works fine for us as is.*
- *Wouldn't use shuttle if it cost too much, pets could be situated with rotating shuttle because of pet allergies.*

SEGMENTATION BY DAY OF WEEK

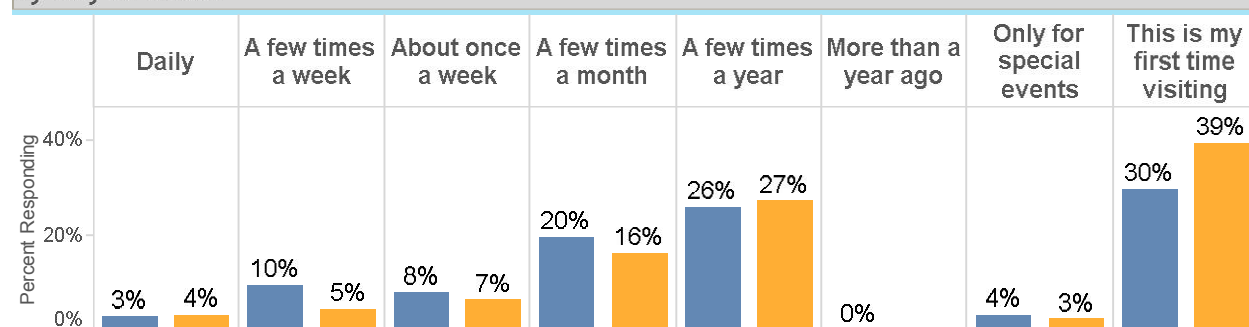
Responses were segmented by the day the respondent was interviewed, with Monday – Thursday identified as weekdays and Friday – Sunday identified as weekends. While most of the results were similar between these two groupings, some interesting differences were revealed. These differences are discussed below and in the dashboard that follows.

- Location of Residence. Perhaps unsurprisingly, weekend respondents more commonly originate from outside of Boulder (67 percent) than weekday respondents do (58 percent). Weekend respondents are also slightly more likely to be out-of-state visitors (38 percent) than weekday visitors (35 percent). Respondents living nearby or in the Chautauqua neighborhood were more strongly represented among weekday visitors (18 percent) than weekend visitors (11 percent), indicating that the visitor origin mix at Chautauqua varies somewhat by day of week.
- Parking Location. Location of parking varied considerably by day of week. Weekday respondents were more likely to have parked in the Ranger Cottage lot (27 percent vs. 19 percent of weekend respondents) or in front of a cottage or lodge (10 percent vs. 6 percent). In contrast, weekend respondents were more likely to have parked outside of Chautauqua, most notably on a street north of Baseline (18 percent vs. 9 percent of weekday respondents). These findings reveal that a larger share of Chautauqua visitors park inside the park during weekdays.
- Frequency of Visitation. First-time Chautauqua visitors were more prevalent among weekend visitors (39 percent) than weekday visitors (30 percent). This finding is consistent with the greater proportion of Boulder residents in weekday visitors and more out-of-state on weekends. In addition, roughly two in five weekday visitors (41 percent) have visited Chautauqua a few times a month or more frequently over the past year. That number is considerably lower among weekend visitors (31 percent).
- Ease of Parking. On a 1 to 5 scale (where 1 means “extremely difficult” and 5 means “extremely easy”), weekday respondents rated their ease of parking higher on average (3.6) than weekend respondents did (3.3). Over half of weekday respondents rated their ability to park a 4 or 5 (55 percent), compared to 47 percent of weekend respondents. Similarly, a larger share of weekend respondents rated their ease of parking as a 1 or 2 (30 percent) than weekday respondents (23 percent). This finding indicates that respondents generally perceive parking to be easier on weekdays than weekends.

Figure 13 – Selected Results by Day of Week



Over the past year, how often have you or members of your household visited Chautauqua? - by Day of Week



How would you rate your overall ability to park today?

